

DIGITAL DISRUPTION: HOW THE WORLD'S SMARTEST BRANDS USE DIGITAL TO DRIVE SALES AND REVENUES.

Traditional TV viewership is off 37% over the past decade. Worse yet, 25% of all smartphones have ad blockers installed. And yet, brands like AirBnB, Harry's Razors, and Yeti have all managed to thrive despite these challenges.

What's their secret? They ignored conventional wisdom and hacked their way to new growth opportunities that other brands ignored.

Jamie Turner has helped brands such as Coca-Cola, Holiday Inn, Verizon, and others figure out new and innovative ways to thrive in difficult business environments. Now he's ready to show you how to turn digital disruption into opportunities for your business.

Here are just some of the things attendees will learn in this fun, engaging speech:

1. How AirBnB growth hacked their way to success by exploiting a hidden flaw in CraigsList.com;
2. How Casper mattresses created a social media unboxing contest to flood the internet with viral messages about their brand;
3. Why neuroscience might be your digital disruption secret weapon;
4. How Dropbox grew market share by gamifying their growth strategy;
5. How some brands are using AI to improve and optimize the results of their campaigns.

If you're interested in learning how to use digital disruption to grow your business, then don't miss this session by internationally recognized author, speaker, and TV personality Jamie Turner.



Jamie Turner is an internationally recognized author, speaker, and CEO who shares insights about marketing, persuasion, and leadership at events around the globe.

ABOUT JAMIE TURNER

Top Ranked Keynote Speaker

Jamie Turner is an author, speaker, and CEO who received the Socialnomics “Top Keynote Speaker” award (along with Tony Robbins, Ariana Huffington, and Richard Branson).

His client list includes The Coca-Cola Company, AT&T, Microsoft, Verizon, SAP, T-Mobile, and Holiday Inn.

You may have seen Jamie in *Forbes*, *Inc.*, *Entrepreneur*, *Business Insider* or *The Wall Street Journal*.

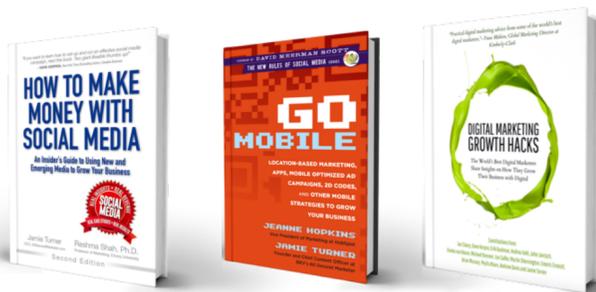
He’s also a regular guest on CNN and HLN where he contributes segments on business, marketing, and leadership. He is a professor and lecturer at both Emory University and the University of Texas and is the author of three influential books on business.



Areas of Expertise and Speaking Topics

Jamie can customize his speaking topics to fit the needs of your audience. Here are some of his most popular topics.

The Unspoken Rules of Persuasion – How to Maximize Your Influence with Those Around You: The world's greatest leaders understand the power of influence and how to use it to guide themselves and their business partners towards a desired outcome. Would you like to use these tools to get the most from yourself and others? If so, then don't miss this fun, engaging, action-oriented speech that will help you learn how to use the Four Pillars of Influence to accomplish what you want in life.



“Thought-provoking” **“Engaging!”** **“Transformative”** **“Inspirational”**

— Sarah Hutton
Human Resources Director



— Sapna Tahliani
Marketing Strategy Director



— Gia Galligani
Producer



— Frans Mahieu,
Global Marketing Director



Digital Disruption – How the World’s Best Brands Use Digital to Drive Revenues: TV viewership is dropping.

The use of ad blockers is growing. And brands are still trying to find a way to capture the fleeting attention of their prospects and customers. Jamie Turner has spent his entire career helping brands like Coca-Cola, AT&T, and Holiday Inn address these very real and pressing problems. Now you can join Jamie as he shares his insights on how brands like Red Bull, Starbucks, and SWATCH succeed in a digital world where things are changing at an increasingly rapid pace.

Thinking Backwards – What the World’s Smartest Companies do to Outthink Their Competitors: What internet hack did AirBnB do to grow their revenues without spending a dime on marketing? What did Williams Sonoma learn about pricing that increased bread maker sales 200%? And how did Casper go from zero to \$750 million in revenues in just 4 years by using a little-known social media growth hack? If these questions intrigue you, then don't miss this speech about outthinking your competitors from one of the world's leading business strategists.

“The best speaker I’ve ever seen. Period.”

— Resa Gooding, Conference Director, Penguin Strategies

Contact Information

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JAMIE TURNER

AUTHOR | SPEAKER | CEO